

CBI INSIGHTS

COLLEGE BROADCASTERS, INC.

SPECIAL POINTS OF INTEREST:

- Fall Convention is October 25-28, 2007 in Washington, D.C.
- Nominate yourself or someone you respect for the CBI Board! Nominations are due 9/14/07 to Kevin Corbett at corbe1ki@cmich.edu
- 2007 CBI Production Finalists announced see inside! CBI received 445 entries this year.
- Webcasting issue is in a state of flux. Will Robedee and Joel Willer have worked tirelessly to ensure our membership is well-represented. See articles inside.

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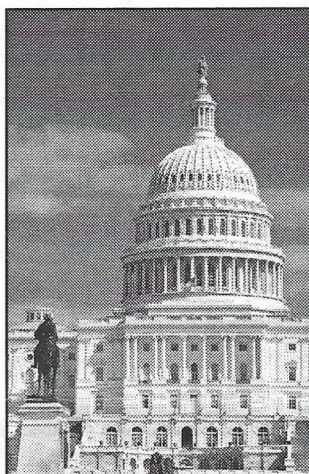
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CBI is set for D.C.

The National Convention has been planned, arrangements have been completed, now all that's needed, is YOU.

CBI will once again join with the College Media Advisors and the Associated Collegiate Press to host media students and their advisors in Washington DC.

Should you attend? Only if you want to hear the latest information on webcasting, or promotions, or programming, or engineering, or production.



National Student Media Convention
in Washington, D.C.
October 25-28, 2007.

Come see what other students are doing and get ideas to take back to your campus through the student roundtables. See the best student work in the country at the Student Production Awards Ceremony. Hear experts from the field and learn cutting-edge applications. See presentations on how to use the latest technology and software. Learn how to get more money/support from sponsors. Most of all network with your peers from across the country.

All this, plus FCC Commissioner, Michael Copps, is scheduled to speak.

Don't wait another minute. Go to the CBI website at www.askcbi.com for registration and hotel information October 25-28 at the Washington Hilton.

Be sure to renew your membership before you register for the convention. For renewal information call 877-ASK-CBI1

Sessions Scheduled for D.C.:

Intro to Underwriting
New Construction, Renovation, or Simple Studio Changes-A Guide to Pitfalls and Solutions
Alternatives to Licensed Stations
Advanced Underwriting
Student GM roundtables
Television Show & Tell
Webcasting Q & A
Starting a Radio Station
Adobe Production Studio
We All Have a Voice, Not Everyone Knows How To Use It
Podcasting: What The Law Will Allow
Adobe Premiere Pro 2.0
Radio Boot Camp: A Recruiting Success Story
Ask The Experts
Get Your Show Seen Across The Country
Audience Measurement
HD Radio, the 4-1-1
Radio Show & Tell
Business Law for Broadcasters
Adobe Audition, Audio Editing 2.0
Broadcast Interview 101
College Radio and the Challenges of Convergence
Fostering Critical Thinking Skills in College Radio
How NOT To Get A Job In Broadcast News
Collaborative Technology in the Media Industry
Advising the Radio/TV Station: A Faculty Caucus/Workshop
Scoring the Winning Goal: Sports Play by Play
Editing Workshop: Avid Technologies
60 Promotional Ideas in 60 Minutes
Video Production: A Case Study in Service Learning
Issues in Media Advising
Television Advisers Roundtable
Radio Advisers Roundtable
Dealing With Liability Issues and Promotion Planning/Execution
Swag Swap
Growing The Volunteer Base for College Broadcasting
Clear As Mud: Updating the Regulation of Indecent and Profane Broadcasts
And many more!

CBI Board of Directors*Chair***Ron Bland**

University of Texas at Arlington
chair@collegebroadcasters.org

*Secretary/Treasurer***Randy Yoder**

Elizabethtown College
st@collegebroadcasters.org

*Membership***Candace Walton**

University of South Dakota
info@collegebroadcasters.org

*Student Representative***Bill Laird**

University of Texas at Austin
studentrep@collegebroadcasters.org

*Immediate Past Chair***Will Robedee**

Rice University
pastchair@collegebroadcasters.org

Advisory Board Members*Awards Coordinator***Warren "Koz" Kozireski**

SUNY Brockport
wkozires@brockport.edu

*Elections Commissioner***Kevin Corbett**

Central Michigan University
corbe1kj@cmich.edu

*Cybercast Coordinator (Fall Conference)***Mike Marek**

Wayne State College
mimarek1@wsc.edu

**Open Positions: Webmaster,
Spring Convention Chair. Inter-
ested? Contact CBI.**

CBInsights— Copyright 2007**College Broadcasters, Inc.,**

This publication was assembled at the University of South Dakota for CBI. The opinions expressed herein are not necessarily those of CBI or its board of directors.

Questions? Please contact CBI.

Phone: (877) ASK-CBI1
or (877) 275-2241.

College Broadcasters, Inc.
UPS— Hershey Square Center
1152 Mae Street
Hummelstown, PA 17036

**From the Desk
of the Chair**

Summer flew by and students have returned ready and eager to tackle new challenges. While many things remain the same from year to year, there's always an eagerness that arrives with the first weeks of the fall semester. It's almost like New Year's resolution time.

So what should we reemphasize this year?

First, try to look around with a fresh eye to make sure the students are properly informed. With new faces, come folks that probably are not training as well as they should be. How and when to answer the telephone in the control room has not changed since the policy was created back in 1985, but the people in the control room have. Is everything clearly explained or will new station members have to ask whoever is nearby how something should be done?

Make sure you're up-to-date on the latest webcasting rules. They seem to change regularly. CBI's Will Robedee and Joel Willer have tirelessly represented us in Washington proceedings concerning the new SoundExchange agreement. They regularly post to the listserv and if you're not receiving this information, go to the website and subscribe.

**From the Desk
of the
Secretary/
Treasurer**

I don't do details. Don't do them unless it's absolutely necessary or I can talk somebody else into doing them instead of me. This important, earth-shaking revelation could have some oddly-formed relationship to me being elected as Secretary-Treasurer of CBI. I should mention here that I don't do meeting minutes well and I'm not a giant fan of accounting, either. I invented the "give a penny, take a quarter" at local convenience stores.

To paraphrase Groucho Marx, "I wouldn't belong to any organization that would consider me as a member." Yet, CBI lets me be one in spite of my peculiarities and the fact that I am a tenured, faculty member at a semi-elite, private college back East (damn liberals). And, I'm demonstrating a bit of tolerance by declaring my allegiance to College Broadcasters, Inc. (I have no idea what the heck "Inc. means... oh, well, let's leave that for another time) And, I'm a board member to boot; go figure? Upon revealing this, many of you should be wondering how CBI survives with a person like me responsible for the records and finances of our multi-thousand dollar, not-for-profit organization without causing Congressional hearings and I.R.S. audits?

So, in spite of all of these issues and "faux paws", I am writing to you members to report on the state that is (and should be) CBI. The organization is doing well. CBI has increased its station membership in 2006-07 over its previous levels in 2005-06. This means paid memberships for those of you who may be confused about other rouge organizations that claim to do services for their membership similar to CBI's.

I can report some sorted details about our membership

Also, don't forget about your local professionals. It's often difficult to work around busy schedules, but students always enjoy having professionals in for classes or station meetings. Likewise, visits to area TV and radio stations are always popular and well-attended.

It's amazing how much we can learn from each other, so make plans to be in Washington for the national convention, especially if you've never attended. There are over 80 broadcast sessions, including a presentation from the FCC Commissioner. Jim Hayes has again scheduled an outstanding convention with truly something for everyone.

Finally, make a pledge to get more involved with a service organization. (CBI would be a good example.) Run for the board, volunteer to update the website, help us find ways to expand the reach of the good things fellow CBI members are doing. Just let us know you're willing, and we'll find something for you to do.

Speaking of board members, we all should thank Candy Walton for putting together this great newsletter. And Randy Yoder and Bill Laird have been working for you on a variety of matters that really make the organization tick. Thanks to all the people I've mentioned and to you.

See you in Washington!

Ron

even though doing so goes contrary to my nature. CBI gained over 15 new member stations this year; it renewed over 20 member stations who's membership status had lapsed over the past couple of years; over ten member stations have taken advantage of enrolling for the three-year plan demonstrating a strong commitment to the organization; and, about 1 out of 4 members are renewing their memberships through CBI's on-line credit card payment option at it's website.

Just this wee bit of information serves proof that, in spite of an underachiever such as me, CBI carries on as a strong, growing organization that you all should be proud. However, CBI does have issues. It is, after all, a volunteer organization that relies on its station advisors and students stepping forward occasionally and providing expertise through service. CBI needs you to nominate yourself or one of your wonderful students for possible election to the Board of Directors.

I know, two years is a major commitment to make and, there is the remote possibility you may not make it back, but, hey, if you don't do it, who will?

So, for duty, honor, vita hits, and tenure, venture into the unknown and contact CBI's Election Commissioner today by nominating yourself for election, because if a guy like me who hates taking notes and doing math can do this, imagine how glorious CBI would be if you did it....

Respectfully submitted,

Randy Yoder



A Page from CBI's Membership Brag Book: HCTV 6 & KFKX-FM

By Candace Walton

With 10 years of convergence experience, HCTV 6 and KFKX-FM are set to embark on another successful year.

"We first and foremost want our students to be good overall journalists," said Sharon Behl Brooks, KFKX advisor.

Brooks along with her television counter-part, Chad Power, proudly speak of their students' accomplishments.

Last spring, Hastings College's student media once again joined forces to cover the NAIA Division II Women's National Basketball Tournament in Sioux City, IA.

"HC Media was the sole provider of live video for the NAIA web-stream for 30 of the 31 tournament games," according to Power.

Hastings College, located in Hastings, NE, is a private 4 year college with Presbyterian affiliation. HC's enrollment is around 1100 students. Both stations are housed in the state-of-the-art Gray Center for the Communication Arts building which Brooks refers to as "...a multimillion dollar treasure hidden in the middle of Nebraska."

When asked why HC Media joined CBI, Brooks said, "... we have appreciated the expertise of CBI in helping students make the transition between learning their personal development responsibilities in the classroom and their emerging professional responsibility to their listeners. That is invaluable."



HCTV 6

Station Type: Cable
Student Staff: 55 students
Advisor: Chad C. Power, Instructor
Webstream: www.hcworldnews.com
Programming feature: "Bronco News Now," airs on Tuesday and Thursday at noon each week during the academic year.

HCTV 6 began cable casting in 1988 and web streaming in 2002.



KFKX-FM

Station Type: Noncommercial FCC licensed
Student Staff: 40-65 students
Advisor: Sharon Behl Brooks, Associate Professor
URL: www.hcworldnews.com
Stream: Not yet.

KFKX-FM began broadcasting on December 23, 1997. Like many most station's KFKX faces challenges with music licensing and changing listener preferences.

More Royalties for Broadcasters?

By Joel Willer

During a late July hearing before the House Judiciary Committee, a bevy of witness testified in favor of extending the performance royalty for sound recordings to over-the-air broadcasters. That many of the witnesses testifying in favor of such an extension were performing artists or were representatives of recording labels will come as no surprise; what might be more cause of concern is that one witness testifying in favor of such an extension was Marybeth Peters, the Register of Copyrights from the Library of Congress.

I'll take a moment to step back to set the scene. The performance royalty for sound recordings is the same issue that has recently received much discussion in the context of Webcasting. Under current federal statute, sound recording performance royalties are limited to digital transmissions *other than* those by over-the-air broadcasters. The recording industry very much would like to see the present broadcast exemption eliminated and would like performance royalties for all broadcasters, analog and digital.

Same Tune, Second Verse

We've been here before, but will the outcome now be different? In 1975, the then-Register Barbara Ringer also testified before a House committee in favor of a broad sound recording performance royalty. A 1978 Copyright Office to Congress report made the same call.

However, when Congress first enacted a *limited* performance right in sound recordings in the Digital Performance Right in Sound Recordings Act of 1995, over-the-air broadcasts were specifically exempted, principally because of effective lobbying by broadcasters arguing that recording labels and artists receive substantial promotional benefit from airplay. Congress at that time had no interest in disrupting these existing business relationships.

Times, They are A-Changin' ...(?)

Representatives of the recording industry now argue that the promotional value of airplay has diminished due to competing new technologies. Broadcast airplay, they claim, has *no* promotional value, and indeed might *harm* record sales. They also argue that the United States does not conform with practices in much of the world – at least 75 nations, including most European Union members, recognize comprehensive sound recording performance rights.

Because the U.S. has no reciprocal rights, domestic copyright owners receive no royalties from foreign performances.

A new organization, the musicFIRST Coalition, was recently formed by artists and recording labels – under the shadow of the Recording Industry Association of America and SoundExchange – with the expressed purpose of pressing for a sound recording performance royalty for over-the-air broadcasts. Expect the volume to increase for such lobbying efforts on Capitol Hill in coming months.

At this writing, with no formal legislation under consideration, it is premature to recommend a specific call to action; however, broadcasters – including college stations – need to remain vigilant and be prepared to protect our interests. The Webcasting royalty was established when broadcasters were not sufficiently paying attention. The Free Radio alliance – of which CBI is a member – will provide up-to-date information regarding this issue via its Web site, <http://www.freeradioalliance.org>.

What has been so far strictly a Webcasting issue might be coming soon to a broadcast station near you.



CBI Announces 2007 Production Contest Finalists

By Warren Kozireski

COMBINED

Best Student Media

Website:

ICTV
Ithaca College
"ICTV.org"

KTSW
Texas State University-San Marcos
"ktsw.txstate.edu"

KUOM
University of Minnesota
"RadioK.org"

The Network
Savannah College of Art & Design
"TheNetworkTV.SCAD.edu"

TELEVISION

Best General Entertainment Program:

The Southeastern Channel
Southeastern Louisiana University
"College Night"

Moore Hall Television
Central Michigan University
"Central View"

ECTV40
Elizabethtown College
"Bored"

Emerson Channel
Emerson College
"Speechless"

Best Comedy:

BCA 490
Central Michigan University
"3 Dull Guys TV"

ICTV
Ithaca College
"This Week Tonight"

The Network
Savannah College of Art & Design
"The Dog & Pony Show"

The Network
Savannah College of Art & Design
"The Story of Evan & Kate"

Best Drama:

ICTV
Ithaca College
"The Paper-Episode 3"

Cable 8
Washington State University
"Little Town Season 1, Episode 1"

ICTV
Ithaca College
"Beyond #3"

Best Technical Production:

Cable 8
Washington State University
"Endeavor—Cacaphony"

Cable 8
Washington State University
"Out From the Underground"

CTV
Colorado State University
"Ram Hockey Tryouts"

Best Promo:
Emerson Channel
Emerson College
"Skateboarding Promo"

ICTV
Ithaca College
"The Terrible Young Couple Trailer"

KYOT-TV
University of South Dakota
"Charlie Coyote Loves Channel 21"

CTV
Colorado State University
"Podcasting in Antarctica"

Best PSA:

LVTV
University of La Verne
"Monitor Your Kids"

Time Warner 24
University of North Carolina
"Good Neighbors"

MDA 2100
Valdosta State University
"Relay For Life"

MC 491
Kansas State University
"Big Monday"

Best Sports PBP:

CAPS13
Pittsburgh State University
"Pittsburgh State vs. Ft. Hays Football"

The Southeastern Channel
Southeastern Louisiana University
"Southeastern vs. Texas-San Antonio Women's Basketball"

ICTV
Ithaca College Television
"Ithaca vs. Hartwick Football"

Best Sportscast:
Texas Student Television
University of Texas-Austin
"The College Pressbox"

ICTV
Ithaca College
"Sports Final"

Evanston Cable TV
Northwestern University
"Sports Night"

The Met Report
Metropolitan State College
"Steve's Sports 712"

Best News Reporting:

LVTV-3
La Verne Community College
"Kevin Normington's Death"

TTV
Louisiana State University
"LA Cockfighting"

The Met Report
Metropolitan State College
"Once on this Island"

Newswatch
University of Mississippi
"Study Abroad Fair"

Best Newscast:

ICTV
Ithaca College
Newswatch 16-4/10/07"

Time Warner Cable 24
University of North Carolina
"Carolina Week 4/4/07"

Time Warner Cable 24
University of North Carolina
"Carolina Week 12/6/06"

Northwestern News
Northwestern University
"Northwestern News Report 4/9/07"

Best Special Broadcast:

Texas Student Television
University of Texas-Austin
"Sneak Peek: SXSW 2007 Special Edition"

Time Warner 24
University of North Carolina
"Runoff Election Special"

KYOT-TV
University of South Dakota
"Detour"

ICTV
Ithaca College
"The Race 2-Episode 1"

Best Documentary/

Public Affairs:
Channel 6
Muskingum College
"The Place to Be: Deploying to Iraq"

Television Practicum
John Carroll University
"Trauma"

MC 450
Kansas State
"Academia 2.0"

RADIO

Best DJ:

At the time of publication, this category was not available. Please go to <http://www.askcbi.org> for the most recent finalist list.

Best Documentary:

COM 411
Waynesburg College
"Jordan"

WCRX
Columbia College
"Elvira Arellano"

WCHL
University of North Carolina
"Running Blind"

WYBF
Cabrini College
"Bombs in my Head"

Best Technical Production:

KOAR
University of South Dakota
"KOAR Image Package"

WUMS
University of Mississippi
"Kickoff Show Segments"

WCHL
University of North Carolina
"Carolina Connection"

WDBK
Camden County Community College
"War of the Worlds"

Best Station Promotion:

WKNC
North Carolina State University
"Double Barrel Benefit 4"

KCSU
Colorado State University
"Residence Hall Requestation"

WMUL
Marshall University
"88 Hours on 88.1"

(Continued on page 8)

A Good Start For Your Station

By Candace L. T. Walton

Whether you are an advisor or a student manager, you are reading this newsletter because you want to have great 2007-08 school year for your station. You still have time to make the transition into the fall semester easier.

The most important component of your student-run radio or television station is your student leadership. Strong student leaders can make the semester blissful while weak student leaders make for a miserable semester. Ideally, appoint, or hire, your student leaders before summer break.

If you were unable to appoint your leaders and plan for the fall over the summer break, you are not too late. While these ideas are ideally planned and implemented in the fall, you can alter these plans to fit any time of year.

While the new staff is still spirited for the upcoming school year, put them to work. Get the first promotion of the semester planned for the first or second week of school. Some ideas that have worked for other stations include helping students move in to the residence halls, passing out water at the parking registration line and/or giving directions to new students on the first day. Remember, it is always hot at the beginning of the year. Parents and students are all on each other's nerves. Your staff can help get boxes up stairs or in the elevator from the car and with that simple gesture you gain an audience member, supporter and potentially a staff member.

One more promotional idea is a pool party at the community or campus swimming pool. Convince the pool to open the pool free of charge for a few hours after the pool normally closes. Invite your audience for one last summer hurrah (and pass out station goodies, hold a remote, talk about the television shows on the public address, tape the event for a feature story on your campus news show, etc.). People love swimming in the evening and it is a great event for people of all ages.

These promotions are great publicity opportunities for your station. Make sure to tell the local press about your event.

After you have the fall student leaders hired, the first meeting set and the first promotion set, you need to keep the staff eager for the semester. One simple way to keep open communication with your staff is through e-

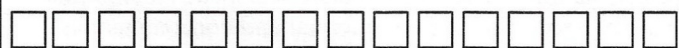


Kansas State University students and community members enjoy "Wet n' Wild" hosted by KSDB-FM in Manhattan, KS.

mail. At least one time per month, send an e-mail to everyone. Tell them about new equipment, clean up of the studios, upcoming guest speakers, seminars, and conventions. Get them excited to participate in station activities.

A little planning and implementing a few of these ideas will lay solid ground for the 2007-08 school year. As always, remember the key to success is having a little fun along the way. While media is a serious business, it is an exciting and fun business too. Ensure your staff has time to laugh and have fun.

Candy Walton is the advisor to KAOR-FM at the University of South Dakota. She has served as advisor to several student media organizations over the past 10 years. Candy can be reached at candace.walton@usd.edu.



Renew Your CBI Membership Today

To Check Your Station's Status

Call

877-ASK-CBI1



Filing Window Opening for New Noncommercial FM Stations.

By Will Robedee

The FCC announced in April that it would open a filing window for applications for noncommercial educational ("NCE") FM new station and major modification construction permits (see http://hraunfoss.fcc.gov/edocs_public/attachmatch/DA-07-1613A1.pdf).

This is the first time in seven years that there has been an opportunity to file for a new NCE FM station. The filing window will be open from October 12 until October 19.

The FCC has issued a public notice announcing procedures and filing requirements (see http://hraunfoss.fcc.gov/edocs_public/attachmatch/DA-07-3521A1.pdf).

Important information concerning the application and licensing process is available at <http://www.fcc.gov/mb/audio/howtoapply.html>. CBI is available to aid members navigate their way through the process, but such help should not take the place of legal advice from the members legal counsel.

Webcasting Rates and Reporting Requirements

by Will Robedee

Rates.

A question on the minds of many college radio stations concerns the issue of what copyright fees need to be paid in order to legally webcast sound recordings? Unfortunately, that is not an easy question to answer. Why? Because the rates paid in the past are no longer applicable, changes have been made retroactively, AND there are legal and legislative efforts to overturn the current and retroactive rates. In order to make this easy to digest, let's turn the clock back a few years (and leave out a lot of details due to space constraints and in the interest of brevity).

In 2002, the governmentally-appointed *Copyright Arbitration Royalty Panel* (CARP) issued its determination of webcasting rates for performance (webcast) of sound recordings. As provided for under the federal statute, the Librarian of Congress reviewed the CARP rate determination, revised the rates and issued a final determination. The Librarian's determination was met with a large outcry from commercial webcasters and non-commercial webcasters, which resulted in Congress passing the Small Webcasters Settlement Act (SWSA) which allowed small commercial entities and non-commercial entities to negotiate a non-precedential set of rates and terms for Webcasting through the end of 2004, in lieu of the rates established by the Librarian. A settlement was reached that included a vast array of non-CPB, noncommercial entities including student webcasters. In short, if student stations opted into this settlement, stations they would pay \$250 annually in royalties if the schools' enrollment was under 10,000, otherwise the royalty would be \$500, provided a listener cap of an average 200 simultaneous listeners in any given month is not exceeded. If this cap is exceeded, the station would then be subject to the commercial rates set by the Librarian for every listener above listener cap.

Due to the outcry from the parties involved in the arbitration process, Congress passed the "Copyright Royalty and Distribution Reform Act of 2004" (CRDRA). This Act changed the arbitration process used to determine the rates and terms for the performance of sound recordings. The CRDRA created a new arbitration process that would be governed by a Copyright Royalty Judges (CRJs), replacing the CARP. The CRDRA also extended the previous rates (including the negotiated SWSA rates) through the end of 2005. Additionally, the CRDRA included provisions in the event that Webcasting rates for 2006 were not established prior to January 1 of 2006, the webcasters were required to pay the 2005 rates until the issue of rates for 2006 and ensuing years were established. Once those rates were established, the webcaster

was either due a refund, if the rates went down, or owed the difference retroactively if rates went up.

In March of this year, the CRJs issued their determination in the arbitration process for Webcasting rates. In short the rate decision for student-operated stations required all stations to pay \$500 with a cap of approximately 218 average concurrent listeners in a given month (159,140 monthly Aggregate Tuning Hours).

For stations that were paying \$250 per year, they owe an additional \$250 for 2006 and 2007 (for a total of \$500 in arrears) and stations that were paying \$500 owe no additional fees, provided that the station did not exceed the listener cap. Any station that owes retroactively, by law should have paid the back fees by July 16, 2007. Student stations that are webcasting should consider settling their accounts, if they have not already done so.

The webcasters are pursuing options to change the CRB decision. Appeals have been filed in court by most of the rate paying participants. As of this writing the appeal is pending scheduling. Almost simultaneously, the Internet Radio Equality Act (IREA) was introduced into the US House of Representatives. The House version of the IREA proposes to overturn the CRB decision and, in doing so, would set rates at various levels for the interested parties; but perhaps, most importantly, it would change the rate determination standard from a hypothetical market rate standard (rates upon which a willing buyer and willing seller would come to agree) to a standard that met a test of "reasonableness." Not long after, a similar version of the legislation was introduced into the U.S. Senate, but this version, at the urging of CBI, included language that lowered the annual fee for student-operated stations. The IREA would also make an important change by separating the commercial and noncommercial rate setting processes. As of this writing, neither bill has gained enough support to make it out of committee, but there has been interest in the bill and/or additional reform on the hill.

In July, Rep. Markey, chairman of the House Commerce Committee's Telecommunications and Internet Subcommittee, convened a roundtable with some of the key people involved in the debate concerning webcasting rates for sound recordings. In this meeting the royalty collection agent (SoundExchange) seems to have offered to not initiate any legal action against those who do not pay by the established deadline of July 16, 2007, provided that the entities not paying by the deadline were in negotiations for a settlement. At

Webcasting Rates and Reporting Requirements (cont'd)

by Will Robedee

(Continued from page 6)

this point it seems that negotiations are at a standstill.

Reports of Use/ Recordkeeping.

Federal law requires webcasters to submit "reports of use" (data concerning songs they Webcast) in order to distribute the royalties collected. The amount of data, the means of submission and the format of reports was left to the Copyright Office to determine. It has taken years to reach a final outcome. A Reports of Use Summary posted on the CBI Web site (<http://www.askcbi.org/download.php?id=88>) provides a list of the required elements, the delivery format and methods of delivery along with other important details. Alternatively, you can read the CRB ruling (<http://www.loc.gov/crb/fedreg/2006/71fr59010-9.pdf>) or the SoundExchange "guide" (http://www.soundexchange.com/licensee/documents/Reports_of_Use_Delivery_Spec.pdf).

At <http://www.askcbi.org/download.php?id=87> you will find provides an example of the report format, using the SoundExchange Excel template (http://www.soundexchange.com/licensee/documents/Excel_Template.xls). The regulations require SoundExchange to post a Corel version of the Excel document, but that is not currently provided by SoundExchange.

Submission of Reports.

There is a rich history concerning the reports of use. I will forgo most of the history here. The primary question that is of interest to college stations is when the reports are due and what period needs to be covered.

Educational Stations that opted into the SWSA settlement were not required to submit reports of use or retain data while that settlement was in effect; instead they paid a fee. That settlement expired December 31, 2005. As of that date, stations became responsible for maintaining data for the reports of use even though most were not aware of the requirement AND SoundExchange continued to collect a data fee. Further, there was not a recognized means of submitting those reports until the CRB issued a decision on the format and delivery of the reports on October 6, 2006. The decision and subsequent events offered some interesting thoughts on what that means to Educational Stations.

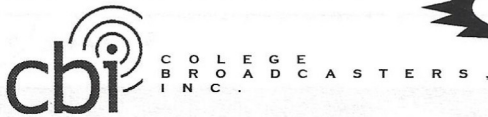
Even though the issues of the required elements, the format and means of delivery (among others) had finally been resolved by the CRB decision, the regulations failed to include a due date for the reports of use. SoundExchange sent a letter to many Educational Stations informing them of

their requirement to submit reports of use. That letter specified that the requirement was retroactive to 2004. While there is an extremely small group of Educational Stations (fewer than 10) that this applies to, the letter was sent to stations where this requirement did not apply.

The bottom line here is that you are required to do the recordkeeping and submit reports of use, but there is currently no deadline for the submission of those reports. It would be dangerous to take the lack of a current deadline to mean that you don't need to be prepared to submit the reports when a deadline is announced. It is important to note that there are efforts to reverse the need to submit reports of use, but those efforts should not be taken as a signal that you should not collect and retain the data, if at all possible. Further, SoundExchange has already attempted to make noncommercial stations' to-date failure to provide reports of use an argument for even more rigorous reporting requirements.

Again, this article is meant to be a snapshot summary of some of the issues concerning the webcasting of sound recordings. There are other issues that are not addressed here due to both space and time considerations. More information is available at the CBI website and the blog concerning the issues at <http://collegebroadcaster.wordpress.com>. Stations need to be aware of the display requirements and the Sound Recording Performance compliment. The links above provide information about these topics. Further, the article only concerns the sound recording copyrights involved with webcasting. Stations should also be familiar with the copyrights concerning musical works (ASCAP, BMI, and SESAC), regardless of their webcasting status.

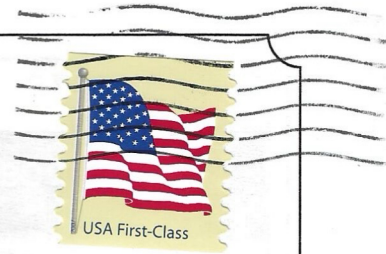
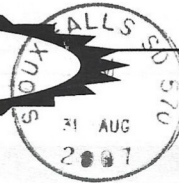
***Note:** This article was written in early August and won't make it to your inbox before early September due to the time delays inherent with newsletter layout, printing and mailing. Therefore, it should be noted that the first portion (Rates) of the article will likely be dated by the time you read it. Updates are posted on the CBI website, <http://www.askcbi.org>, and discussion of the changes occur on the CBI email list. If you are not already subscribed to the list, you can sign up at <http://www.askcbi.org/aboutus.php?id=16>. CBI has been, and continues to be, involved in the Webcasting issues on behalf of its members. This article is meant to deal with the issues as they concern you, and not as a promotional item concerning CBI's extensive efforts on behalf of members.*



UPS- Hershey Square Center
1152 Mae Street
Hummelstown, PA, 17036

Phone: 866-ASK-CBI1
Web: HTTP://WWW.ASKCBI.ORG

SIGN UP FOR THE LISTSERVS
@ ASKCBI.ORG



SIOUX FALLS, SD 08/31/07 21:43

71201+2373-10 C011

Contest Finalists Continued

(Continued from page 4)

WPTS
University of Pittsburgh
"Moustache Challenge"

Best PSA:

WBSU
SUNY Brockport
"PAWS Animal Shelter"

KULV
"ULV Mediation Center"

WMUL
Marshall University
"Intolerance"

WCRX
Columbia College
"Recycling Program"

Best Sports Reporting:

KUOM
University of Minnesota
"Alex Daniels Feature"

WONC
North Central College
"Bears Super Bowl Wrap"

WBSU
SUNY Brockport
"Tuesday Morning Wake-up
Show"

WCRX
Columbia College
"All In-The Poker Craze
(Part I)"

Best News Reporting:

WONC-FM
North Central College
"Battle of the Bridge"

WZND-FM
Illinois State University
"Bears Riot"

WNUR-FM
Northwestern University
"Chicago Darfur Rally"

WMUL-FM
Marshall University
"Hollywood Comes to Hunt-
ington"

Best Newscast:

WMUL
Marshall University
"2/07/2007"

WCHL
University North Carolina
"12/02/2006"

WICB
Ithaca College
"03/23/2007"

KAOR
University of South Dakota
"04/17/2007"

Best Regularly Scheduled Program:

KCSU-FM
Colorado State University
"Baker & Alex Live!"

KTSW-FM
Texas State University San
Marcos
"Orange Juice & Biscuits"

WMCX
Monmouth University
"Cosmo Corner"

WSUM
University of Wisconsin-
Madison
"Slightly Off Kilter"

Best Sports PBP:

WMUL
Marshall University
"Marshall-Tulane Football"
KTSW
Texas State University-San
Marcos
"San Marcos H.S. Football"

WBGU
Bowling Green State Uni-
versity
"Bowling Green Women's
BB"

WICB
Ithaca College
"Ithaca College Men's Bas-
ketball"

Best Promo:

KCSU
Colorado State University
"KCSU Rx"

WCRX
Columbia College
"Masters in the Mix"

WYBF
Cabrin College
"Quiet Promo"

Radio DePaul
DePaul University
"Best Promo"

Best Feature:

SCAD Radio
Savannah College of Art &
Design
"Commentary Coral: Queer
Theory"

WCRX Radio
Columbia College
"Jeff Frieders Interviews
Suze Orman"

WGLS-FM
Rowan University
"The Women's Room: Pre-
serving the Life of Alice
Paul"

WCRX Radio
Columbia College
"Ziggy Marley Talks"